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configuring bonus event information;

transmitting bonus event information from a bonus system host via a communication link to said player tracking device;

✓ displaying bonus event information at said display of said player tracking device when said gaming machine is not being played;

obtaining player information from a player card provided to said card reader;

 configuring bonus win information in response to said providing of said card to said card reader;

transmitting said bonus win information to said player tracking device; and

awarding said bonus to said player.

20. The method in accordance with Claim 19 wherein said bonus event information comprises information informing players that a first player to utilize said gaming machine is entitled to a bonus win.

21. The method in accordance with Claim 20 wherein said step of configuring said bonus win information occurs if said player card is the first card provided to said card reader after said bonus event information is displayed.

22. The method in accordance with Claim 19 including the step of providing a plurality of gaming machines, displaying said bonus event information at said plurality of gaming machines, and

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configuring bonus win information in response to the first card provided to the card reader of one of said plurality of gaming machines.

23. A method of awarding a bonus to a player of a gaming machine comprising:

providing a player tracking device associated with said gaming machine, said player tracking device including a player tracking device controller and at least one peripheral, said at least one peripheral selected from the group consisting of a card reader, display, printer, keyboard and speaker, a player tracking host located remote from said player tracking device, and a player tracking network including one or more communications links permitting transmission of information to and from said player tracking device and player tracking host, and a bonus host associated with said network;

transmitting player game play information over said network from said player tracking device to said player tracking host;

→ determining if a player's game play loss exceeds a predetermined value;

if said player's game play loss exceeds a predetermined value, transmitting a signal over said network from said player tracking host to said bonus event host;

configuring bonus event information in response to said signal;

transmitting said bonus event information from said bonus host to said player tracking device over said network; and

presenting a bonus event at said gaming machine with said player tracking device.

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24. The method in accordance with Claim 23 wherein said player loss is determined by total coin value in compared to total coin value out information provided by a gaming controller to said player tracking controller.

25. The method in accordance with Claim 23 wherein said signal is transmitted from said player tracking host to said bonus event host in response to a polling signal from said bonus event host to said player tracking host to identify players entitled to a bonus.

26. A method of awarding a bonus at a gaming machine comprising the steps of:
obtaining player identification information at a player tracking device associated with said gaming machine;

transmitting said information from said player tracking device to a player tracking host;

determining entitlement of said player to a bonus;

configuring bonus event information at a bonus event host in response to a signal provided from said player tracking device to said bonus event host;

transmitting said bonus event information to said gaming machine;

generating a ticket at said gaming machine, said ticket including bonus award information;

indicating a bonus win to said player of said gaming machine utilizing a display associated with said player tracking device of said gaming machine; and

issuing said ticket including bonus award information to said player of said gaming machine.

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27. The method in accordance with Claim 26 wherein said ticket is a printed paper ticket.

28. The method in accordance with Claim 26 including the step of providing player tracking network over which information may be transmitted between said player tracking device, player tracking host and bonus event host.

29. A method of awarding a bonus to a player of a gaming machine, the identity of said player being unknown, comprising:

presenting a game to said player at said gaming machine without said player having identified themselves using a player tracking device associated with said gaming machine;

configuring bonus event information at a bonus event host;

transmitting said bonus event information to said player tracking device of said gaming machine; and

indicating the award of a bonus to said player via said player tracking device of said gaming machine.

30. The method in accordance with Claim 29 wherein said step of indicating said award comprises issuing a ticket including bonus award information.
